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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/767,834	01/29/2004	Paul A. Mueller	FFRZ 2 00237	5638
27885	7590	04/20/2007	EXAMINER	
FAY SHARPE LLP 1100 SUPERIOR AVENUE, SEVENTH FLOOR CLEVELAND, OH 44114			HOGE, GARY CHAPMAN	
		ART UNIT	PAPER NUMBER	
		3611		
SHORTENED STATUTORY PERIOD OF RESPONSE	MAIL DATE		DELIVERY MODE	
3 MONTHS	04/20/2007		PAPER	

Please find below and/or attached an Office communication concerning this application or proceeding.

If NO period for reply is specified above, the maximum statutory period will apply and will expire 6 MONTHS from the mailing date of this communication.

Office Action Summary	Application No.	Applicant(s)
	10/767,834	MUELLER ET AL.
	Examiner Gary C. Hoge	Art Unit 3611

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --
Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) OR THIRTY (30) DAYS, WHICHEVER IS LONGER, FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

1) Responsive to communication(s) filed on 29 January 2007.
 2a) This action is **FINAL**. 2b) This action is non-final.
 3) Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

4) Claim(s) 7,9-13,15-19,23-29,35,36,38,39,43-55 and 57 is/are pending in the application.
 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
 5) Claim(s) 16-19,23-28 and 47-53 is/are allowed.
 6) Claim(s) 7,9-13,15,29,35,38,39,43,46,54,55 and 57 is/are rejected.
 7) Claim(s) 36,44 and 45 is/are objected to.
 8) Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

9) The specification is objected to by the Examiner.
 10) The drawing(s) filed on _____ is/are: a) accepted or b) objected to by the Examiner.
 Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
 Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
 11) The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

12) Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 a) All b) Some * c) None of:
 1. Certified copies of the priority documents have been received.
 2. Certified copies of the priority documents have been received in Application No. _____.
 3. Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

1) <input type="checkbox"/> Notice of References Cited (PTO-892)	4) <input type="checkbox"/> Interview Summary (PTO-413)
2) <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948)	Paper No(s)/Mail Date. _____
3) <input type="checkbox"/> Information Disclosure Statement(s) (PTO/SB/08) Paper No(s)/Mail Date _____	5) <input type="checkbox"/> Notice of Informal Patent Application
	6) <input type="checkbox"/> Other: _____

DETAILED ACTION

Claim Rejections - 35 USC § 112

1. The following is a quotation of the second paragraph of 35 U.S.C. 112:

The specification shall conclude with one or more claims particularly pointing out and distinctly claiming the subject matter which the applicant regards as his invention.

2. Claim 21 is rejected under 35 U.S.C. 112, second paragraph, as being indefinite for failing to particularly point out and distinctly claim the subject matter which applicant regards as the invention.

Claim 21 depends from claim 20, which has been cancelled.

Claim Rejections - 35 USC § 102

3. The following is a quotation of the appropriate paragraphs of 35 U.S.C. 102 that form the basis for the rejections under this section made in this Office action:

A person shall be entitled to a patent unless –

(b) the invention was patented or described in a printed publication in this or a foreign country or in public use or on sale in this country, more than one year prior to the date of application for patent in the United States.

4. Claims 7, 9-13, 15, 29, 35, 38, 39, 46, 55 and 57 are rejected under 35 U.S.C. 102(b) as being anticipated by Brinkman (5,899,011).

Regarding claim 7, See Fig. 4. Brinkman discloses a holder having a body panel **14** having a front surface, a rear surface, and a lower end **18**; a first clip member **70** extending rearwardly away from the rear surface; a second clip member **60** spaced from the first clip member, wherein the second clip member includes a stem **62** extending rearwardly away from the rear surface; and at least one arm **130** extending from the stem and disposed adjacent the distal end of the stem (the “stem” is considered to be that portion of element **66** that extends from the body to the point where arm **130** is attached. The rest of element **66** is considered to be a

second arm); wherein the first and second clip members cooperate to selectively hold between them a projecting portion of an associated shelf and wherein the first clip **70** generally defines an L-shape and is connected proximal to the lower end of the body panel; and a cover panel **20** connected to the body panel, the cover panel having a front surface, a rear surface, an upper end and a lower end.

Regarding claim 12, the arm disclosed by Applicant departs significantly from being transverse to the rear surface of the body panel. See Fig. 3. Therefore, if it can nevertheless be called “approximately transverse,” so can the arm disclosed by Brinkman.

Regarding claim 13, the upwardly extending arm includes an end. The recitation that the end is “for contacting . . .” is merely a statement of intended use.

Regarding claim 29, See Fig. 4. Brinkman discloses a holder having a rear panel **14**; a front panel **20** secured to the rear panel along a bottom edge of the front panel; a first gripping member **70** extending rearwardly from the rear panel; a second gripping member **60** extending rearwardly from the rear panel, the second gripping member being spaced from the first gripping member, wherein the first and second gripping members are of one piece with a first portion of the rear panel, wherein the second gripping member comprises a stem **62** and at least one arm **130** extending downwardly from the stem; wherein the first gripping member cooperates with the rear panel to form a picket and the second gripping member is located in the pocket.

Regarding claim 38, see col. 3, lines 16-21.

Regarding claim 46, see ridge **28** in Fig. 4.

Claim Rejections - 35 USC § 103

5. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

6. This application currently names joint inventors. In considering patentability of the claims under 35 U.S.C. 103(a), the examiner presumes that the subject matter of the various claims was commonly owned at the time any inventions covered therein were made absent any evidence to the contrary. Applicant is advised of the obligation under 37 CFR 1.56 to point out the inventor and invention dates of each claim that was not commonly owned at the time a later invention was made in order for the examiner to consider the applicability of 35 U.S.C. 103(c) and potential 35 U.S.C. 102(e), (f) or (g) prior art under 35 U.S.C. 103(a).

7. Claim 54 is rejected under 35 U.S.C. 103(a) as being unpatentable over Brinkman (5,899,011) in view of Kump et al. (6,026,603).

Brinkman discloses the invention substantially as claimed, as set forth above. However, Brinkman does not disclose a first sign holder mounted to the cover panel. Kump teaches that it was known in the art to attach a sign holder to the cover panel of a label holder. It would have been obvious to one having ordinary skill in the art at the time the invention was made to attach a sign holder to the cover panel disclosed by Brinkman (modifying the top edge of the cover panel in the process), as taught by Kump, in order to display a large, attention-getting sign on the holder.

8. Claim 43 is rejected under 35 U.S.C. 103(a) as being unpatentable over Brinkman (5,899,011) in view of Kump et al. (6,026,603), as applied to claim 54, above, and further in view of Greenburger (4,373,693).

Brinkman discloses the invention substantially as claimed, as set forth above. However, Brinkman, as modified, does not disclose a second sign holder. Greenberger teaches that it was known to attach a sign holder to a card-shaped object (of the type that could be mounted to the holder taught by Kump). It would have been obvious to one having ordinary skill in the art at the time the invention was made to attach a sign holder of the type taught by Greenberger to the label holder disclosed by Brinkman, as modified, in order to attach a sign that projects away from the label holder, thereby drawing even more attention to the label holder.

Allowable Subject Matter

9. Claims 36, 44, 45 and 56 are objected to as being dependent upon a rejected base claim, but would be allowable if rewritten in independent form including all of the limitations of the base claim and any intervening claims.

10. Claims 16-19, 23-28 and 47-53 are allowed.

Conclusion

11. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Gary C. Hoge whose telephone number is (571) 272-6645. The examiner can normally be reached on 5-4-9.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Lesley Morris can be reached on (571) 272-6651. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.



Gary C Hoge
Primary Examiner
Art Unit 3611

gch